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TOBACCO NEWS SUMMARY

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June 9, 1960

PHILIP MORRIS, INC.
NEWSPAPERS

26. "Heart Association Calls for Wider Study of Smoking." THE EVENING STAR, Washington, D.C. June 7, 1960

This Associated Press story said the American Heart Association "has called for more research to determine the exact relationship between heavy cigarette smoking and coronary heart disease." The story included quotations from the TIRC statement.

The UPI story also quoted TIRC. To date, in New York, the POST, MIRROR, HERALD-TRIBUNE and TIMES are the only papers in which stories on the A.H.A. statement have been seen, and the STAR the only Washington paper. Brief wire service stories have been reported used in a few other papers.

On June 7 the NEW YORK POST, whose unofficial story on June 6 of the A.H.A. statement led to the A.H.A.'s release of the story, carried another story headed: "Why the Heart Assn. Report Omitted Warning to Smokers."

This story said "unsolved mysteries about who gets heart disease and why" explained "controversial decision of the American Heart Association to omit from its report on high death rates among smokers any clear-cut recommendation against smoking."

27. "On the Line" by Bob Considine. THE TIMES-PICAYUNE, New Orleans, La. May 31, 1960

The May 31 Bob Considine column, which is syndicated to numerous leading newspapers nationally, carried as its second item the following:

"The American Cancer Society bows to no organization in the zeal of its campaign against cigarette-smoking as a cause of lung cancer. Recently it sampled its well-indoctrinated employees at national headquarters. The results were somewhat surprising and significant:

"Fifty-six percent of the 246 staff members who filled out the questionnaires were smokers -- the same percentage of adult users of tobacco in all other pursuits. The staff was opposed to suggestions that would impose restrictions on smoking. Seventy-five percent of the staff refused to support a proposal to remove the cigarette machine from American Cancer Society's cafeteria. Eighty-five percent voted against a proposal that smoking be stopped in the offices. Less than 12 percent were for a law against smoking. Only 18 percent of the group disagreed with the statement that "cigarettes are pleasurable."

28. "Lady Nicotine's Lovers, From Sir Walter On." NEW YORK WORLD-TELEGRAM AND SUN. June 6, 1960

In the column "The Bookshelf," Allan Keller reviews the book TOBACCO AND AMERICANS by Robert K. Heimann, just published by McGraw-Hill.

"Of all the benisons bestowed by old, warm-hearted Mother Nature on her ornery human offspring," Keller writes, "few equal the gift of tobacco." After giving some highlights from the book, Keller concludes, "In this jet-propelled, atomic age, tobacco is still the base of one of the greatest industries in the nation. Mr. Heimann has told its story in a whale of a book, rich with hundreds of illustrations."

The HERALD-TRIBUNE and the TIMES have also noted publication of the book.

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MAGAZINES

29. ADVERTISING AGE, May 30, 1960 (P.83). "Lessons for Marketing Men in Lung Cancer Statistics."

Special writer E. B. Weiss, while claiming no status as a medical expert, cites a long list of inconsistencies in the statistical charges involving lung cancer and cigarettes as a classic example of "how statistics can (1) sometimes mislead and (2) how easily they can be misinterpreted."

(Ed. Note: Reprints of this article are soon to be available.)

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